

ORDINANCE NO. 024-83

AN ORDINANCE AUTHORIZING
A CO-PROMOTIONAL
AGREEMENT WITH THE CITY
OF CHICAGO DEPARTMENT
OF FLEET AND FACILITY
MANAGEMENT

WHEREAS, The City of Chicago Department of Fleet and Facility Management ("2FM"), formerly the Department of Assets, Information and Services, prints all marketing materials for the City of Chicago ("City"); and

WHEREAS, 2FM also manages the advertising space for the City's bus shelters; and

WHEREAS, 2FM has proposed entry into a co-promotional agreement with the Chicago Transit Authority ("Authority") for a one-year term ("Agreement"); and

WHEREAS, Under the Agreement, the Authority will provide 2FM with up to Three Hundred Ninety-two Thousand Nine Hundred Fifty-Two Dollars and Fifty cents (\$392,952.50) in value in unsold advertising space in the interior of buses or rail cars; and

WHEREAS, In exchange, 2FM will provide the Authority with up to Three Hundred Ninety-two Thousand Nine Hundred Fifty-Two Dollars and Fifty Cents (\$392,952.50) in value in unsold advertising space on 250 JCDecaux bus shelters to advertise its services and will include the Authority's logo, web site address, telephone number, and marketing message in printed marketing pieces; and

WHEREAS, This Agreement will expose the Authority to a large audience, promote ridership, have a positive effect on the Authority's customers, and support the Authority's corporate image as cooperative and proactive in promoting special events and programs throughout the City of Chicago; and

WHEREAS, Cooperation between and among governmental agencies and entities through intergovernmental agreements is authorized by the Intergovernmental Cooperation Act (5 ILCS 220/1 et seq.); now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Chief Financial Officer, or designee, is hereby authorized to enter into a Co-Promotional Agreement with the City of Chicago through its Department of Fleet and Facility Management for a term of one year in which the

ORDINANCE NO. 024-83
(Continued) -2

Authority and the City will each provide unsold advertising space to the other valued at the not-to-exceed amount of Three Hundred Ninety-Two Thousand Nine Hundred Fifty-Two Dollars and Fifty cents (\$392,952.50), which includes reciprocal limited license agreements to use the other party's logo in its advertising materials, and which contains such other terms as are substantially in conformance with the Public Service Announcement Advertising Space Intergovernmental Agreement attached as Exhibit A hereto.

SECTION 2. The Chairman of the Chicago Transit Board, or designee, is further authorized to take such actions and execute such documents as may be necessary to implement the objectives of this ordinance.

SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

July 17, 2024

Secretary

July 17, 2024